

Clean**Start**[™]
PRINthead CLEANER

THE BUILT-IN
SOLUTION

● Hassle Free Printhead Maintenance and Unbeatable Print Quality

Printer OEMs promote regular preventative maintenance as the best way to ensure consistent print quality. **Yet, few people bother with cleaning the printhead - their most expensive consumable!**

Now, there's Clean**Start**[™] Printhead Cleaner, an exclusive feature built right into our thermal transfer ribbons that makes it easier than ever to maintain printheads and print quality with no additional supplies.

● All it takes is 6 seconds

The patent pending Clean**Start**[™] removes debris before it builds up on the printhead so that images are always clear, consistent and highly readable.

Simply pull Clean**Start**[™] through the locked printhead at the start of each ribbon maintaining sharp, black bar codes and text for your entire print run.

It's that simple!

● Clean**Start**[™] makes cleaning effortless!

- Built right into your thermal transfer ribbons
- Mild cleanser - safe to use with every ribbon you load
- Fast and easy to use
- Maintains excellent print quality
- Prolongs printhead life
- Minimizes costly downtime



● **NEW!**

**NOW BUILT
INTO OUR FULL LINE OF
THERMAL TRANSFER RIBBONS**

CleanStart™ really works!

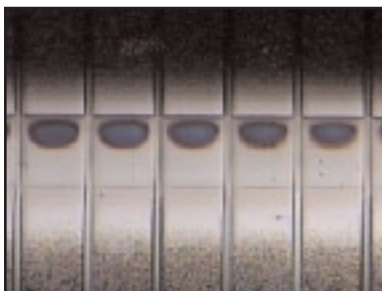
See the difference after only 1 million inches

What would happen if you never cleaned your printhead? We designed an extreme test to find out. We started printing with a new printhead and a heavy-duty format. We cleaned HALF of the printhead with CleanStart™ every time a new ribbon was loaded and left the other HALF uncleaned. The results after 1 million linear inches were dramatic.

Take a look at these magnified printhead images:

DIRTY PRINTHEAD

Buildup = poor print quality

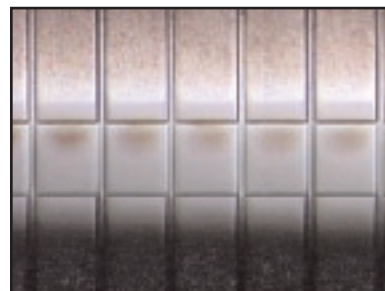


Over time, debris hardens and bakes on the printhead elements, blocking heat and compromising print quality.



CleanStart™ PRINTHEAD

No residue = sharp, black images



Clean printhead elements require less heat to transfer images, and deliver consistent print quality.



TEST PLAN

Label Format:
heavy duty cycle
Ribbons:

competitive ribbons

Stock:
Fasson TT1C

Printer:
Zebra 140xill

Printhead:
New, cleaned half with CleanStart™, no cleaning on the other half

Print Speed:
10 ips

Length of printing:
1,000,000 linear inches

Disclaimer:
Due to its aggressive nature, we do not recommend doing this test on your thermal printer.

Maintain Print Quality 3X Longer with CleanStart™



Head to head testing confirms you maintain acceptable print quality 3 times longer when you clean your printhead with CleanStart™ each time a new ribbon is loaded compared to not cleaning at all.

When you use CleanStart™, you'll avoid excessive downtime and disruption that result from premature printhead failures. And, you'll reduce your annual cost for printhead replacements.

Save your printhead and print quality. Use the built-in CleanStart™ every time you load a new ribbon.

MPI Label Systems
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